

EXCLUSIVE DTC AUDIENCES

Conventional One-Size-Fits-All Patient Audiences Fall Short

Pharmaceutical companies produce cross-channel advertising campaigns to drive disease awareness, guide treatment options and establish themselves as the therapy of choice. However typical agencies, data providers and technology firms produce the same generic one-size fits all patient audiences that fail to consider a brand's specific needs and core therapeutic advantages as well as how patients consume healthcare information. The result? An undifferentiated message that broadly reaches too many or even the wrong patients, who never actually engage with healthcare providers, seek treatment for their condition and commit to a therapy. Swoop is changing all of this.

Swoop Uncovers Unique Target Audiences

Backed by a team of experienced data scientists, life sciences experts and digital marketing professionals, Swoop has developed the industry's first HIPAA-certified and NAI accredited system of engagement. Utilizing machine learning, artificial intelligence and evolutionary computation in conjunction with an enriched, tokenized and granular-level data universe of over 300 million de-identified patients and a behavioral data stream of over 65 billion anonymous consumer signals, the system defines exclusive, privacy-safe patient audiences based on client-specific market definitions and performance criteria. The result are custom segments that are higher in audience quality, conversion and Rx lift.

Swoop's Target Segments are Distinctive



Exclusive

Audience segments are based on unique brand objectives and patient definitions



Higher-Performing

Built to exceed established upfront performance and audience quality goals



No Upfront Costs

Segments are created in less than 30 days with no cost to customize or update

PROVIDING UNIQUE DTC AUDIENCES BY

uncovering privacy-safe target segments of ideal patients that are higher in audience quality, drive superior conversion and lead to Rx lift.

BUILDING EXCLUSIVE SEGMENTS

based on client-specific market definitions, strategies and goals, rather than conventional off-the-shelf/one-size fits-all approaches.

UTILIZES YOUR FIRST PARTY DATA REGARDLESS OF SCALE

including sales, marketing and performance-related data streams that can be seamlessly integrated into our own RWD universe.

AUDIENCE QUALITY REVEALED PRIOR TO ACTIVATION

so clients can spend more time optimizing cross-channel marketing strategies.

PRIVACY SAFE SEGMENTS

and as the first consumer health data company to become a member of the NAI, be awarded a patent for our HIPAA-certified data architecture and have its own Privacy Board, we assure 100% compliance with all laws, policies and guidelines.

Comprehensive Activation Formats

No need for the limitations of a specialized platform. Utilize any DSP, and thus access the highest quality inventory with exclusive opportunities to drive greater performance over conventional targeting approaches.

Programmatic



Site Personalization



Connected TV



Streaming Audio



Terrestrial Radio



Social Media



Addressable TV



Linear TV

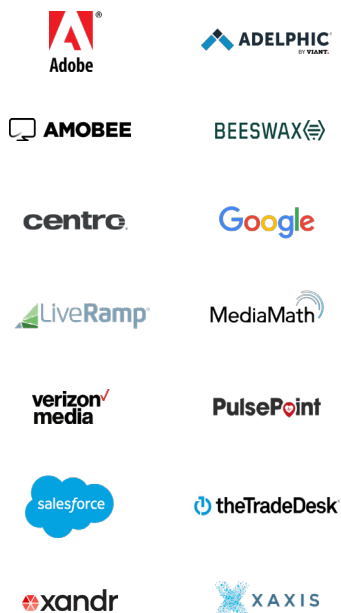


Internet Radio



Backed by a Strong Partner Network

Programmatic



Agencies



DRIVING BETTER PATIENT OUTCOMES THROUGH RWD- BASED AND AI-GENERATED DIGITAL AUDIENCES

PEOPLE

Our data scientists, analytics and digital marketing professionals are industry experts traditionally found in top tier-life sciences companies and agencies.

PROCESS

Our proprietary data curation, analytical model building and signals detection methods are grounded from the creation of over 3,000 audience segments.

TECHNOLOGY

We deploy deep learning, artificial intelligence and evolutionary computation to transform noisy and unconnected real world data into ideal patient audiences.

DATA

Our real world data universe consists of over 300 million de-identified patient journeys and 65 billion anonymized social determinants of health signals with the ability to easily ingest and transform additional first party data streams of any source and scale.

The Choice of Industry Leaders

abbvie

 **astellas**

AMGEN®

 **Bristol-Myers Squibb**

Genentech

 **gsk**

 **MERCK**

 **novo nordisk®**

 **Otsuka**

 **Takeda**

 **Allergan.**

AstraZeneca 

 **Biogen.**

 **Celgene**

 **GILEAD**

Johnson+Johnson

 **NOVARTIS**

ORTHOMcNEIL
PHARMACEUTICAL, INC.

SANOFI 

teva

ABOUT SWOOP

Swoop (www.swoop.com), part of Real Chemistry, empowers the world's leading pharmaceutical brands to better-educate patients about disease states and the therapies that could remedy their conditions, as well as enable them to become active participants in their treatment journey. Swoop's HIPAA-certified and NAI-accredited system of engagement has uncovered over 3,000 unique target audiences for precisely activating patient populations and their healthcare ecosystems through omnichannel marketing strategies. By utilizing artificial intelligence, machine learning and evolutionary computation in conjunction with a real world data universe of over 300 million de-identified patients and 65 billion anonymized social determinants of health signals, Swoop's segments are superior in audience quality, lead to optimal conversion and drive increased Rx lift. It's no wonder that 18 of the top 20 healthcare marketing agencies and 42 of the top 50 pharmaceutical companies power their marketing efforts with Swoop. And we are just getting started.